

## Fall 2017

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WINM is now on [Instagram!](#)

### Message from the Chair *Leonie Gordon, MD, FACNM*

#### SNMMI 2017 Annual Meeting: Excitement and Planning for WINM in 2017-2018



The SNMMI 2017 meeting in Denver, CO gave the WINM time to reflect on past achievements and plan a path for 2017-2018. Dr. Leonie Gordon, chair of WINM, led our interactions at the meeting. "WINM events were planned early in the meeting", said Dr. Gordon. "Our committee meeting was open to everyone on Saturday morning. This allowed us to interact early and intentionally regarding our goals."

On Sunday afternoon, the WINM education event featured three speakers who presented three methods on how to interact professionally in a networking situation, said Dr. Gordon. "It was a great success!"

The year, WINM organized a breakfast event with guest speaker Cara Ferreira, PhD, MBA of McKinsey and Company who discussed issues related to the workplace and women. Following this event, we walked together as a group and claimed the WINM reserved seating at the plenary session. "There was excitement that morning," said Dr. Gordon. "These events early in the meeting served to make a strong community of colleagues and friends for the rest of our time in Denver."

The initiatives WINM will focus on as a group in the 2017-2018 academic year include:

#### **Mentor/Mentee Matchup**

At the annual meeting, we identified several potential mentor/mentee matchups of women physicians, scientists, and industry professionals. Within the next few months, the mentor/mentee matchups should be complete and people will be introduced based on their interests.

## **Spotlights, Promotions, Awards and Achievements**

Many WINM members gave lectures and received rewards at SNMMI 2017 annual meeting. These achievements and others will be presented via our WINM Instagram. Watch for them!

## **Job Listings**

Several jobs around the country are available, and we will be compiling these and presenting them to the WINM membership. If you know of a job or have one available at your institution, please email Ana Hilton

## **Leadership**

WINM Chair Dr. Gordon believes that at a leadership level, women within the SNMMI need to be nurtured and promoted. "As a tie into our Value Initiative with the SNMMI, women's unique contributions to medicine can be highlighted," says Dr. Gordon. "In general, women physicians are seen as capable, conscientious and caring, as well as nurturing," said Dr. Gordon. "These qualities that patients appreciate can also be utilized by women as physician leaders in the SNMMI."

"WINM members can make an impact in marketing, education, and in providing great service to patients. Although the presence of women approaches 50% of the SNMMI membership, there are very few women in leadership positions," says Dr. Gordon. "We need to identify, grow, and promote women leaders within the organization. It is my hope that the WINM committee can in some way be part of or influence the SNMMI House of Delegates and Board to help with this effort."

Dr. Gordon invites all women, physicians, pharmacists and scientists who are members of SNMMI to join us for the WINM events in Orlando, Florida at the Mid-Winter Meeting in January 2018. Look for calendar updates this fall.

## **Sally Schwarz, SNMMI Past President Message**



One of the highlights for me, as President of SNMMI, was the growth of the WINM Committee. This committee has assisted professional SNMMI women to develop useful networking opportunities and educational programs to enhance both their professional and personal lives. It allows us to have our unique voice in SNMMI. Judging from the interest and enthusiasm shown by excellent attendance at the SNMMI annual meeting at both the WINM morning breakfast where Cara Ferrira presented "Mastering the Delicate Art of Self-Promotion" and the CE session which included my presentation, "Value of Women in Nuclear Medicine," I think we are gaining strength, and will continue to investigate all opportunities for leadership and growth for our members. The WINM has also had sessions discussing mentoring, best practices and challenges women have faced in finding mentors who cared about their career development and helped them get involved in rewarding leadership opportunities. Future topics should include what is needed to advance women in the leadership of the SNMMI.

At the next annual meeting, Virginia Pappas has offered to discuss the steps required to become involved in the SNMMI leadership, and will highlight the SNMMI Annual Election Process requirements. In addition to the WINM, I am very happy to have been involved in the OECD High Level Mo-99 group, to be involved in the efforts to assure the supply of the Mo-99 supply in the world, which includes the DOE/NNSA efforts in the US.



Additionally I have been able to promote the efforts of nuclear pharmacy, including both the USP plans to write Chapter <825> on Radiopharmaceutical Compounding, and development of my training program, “Quality Systems Personnel Training Program (QSPTP)” to cross train nuclear pharmacists and radiochemists in the release of manufactured radiopharmaceuticals. There is a need for this type of cross training, and my plan is to launch the program by the end of 2017. I am also working with the Clinical Trials Network and the National Cancer Institute to submit a New Drug Application for F-18 Florodopa, for use in diagnosing hyperinsulinism, movement disorders and gliomas.

Thank you all for your working with me to help move SNMMI women forward! I feel my Presidency has been very successful.

### WINM Breakfast and Networking Event



The high mountains and clear air of Denver was the site of a well-attended WINM breakfast held during the 2017 SNMMI Annual Meeting. With a wonderful camaraderie of colleagues and new acquaintances, this event was sponsored by Education and Research Foundation Curie Fund for Women in Leadership.

Cara Ferreira, PhD was the featured speaker. As the Engagement Manager at McKinsey & Company, her thoughtful presentation on “The delicate art of self-promotion” was well received. From this session, key messages emerged. The first was to reflect on your networks. Are they narrow or expansive? Focused or diverse? Second, are you cultivating sponsorship? Since

sponsorship is a “two-way street,” the larger and more varied your network, the greater the sponsorship for all, including oneself. This direct relationship of active sponsorship within a large and diverse personal network helped re-energize the group for their future success. Another approach revolved around promoting one’s objective contributions while tailoring it to the individual encounter. Lastly, providing clear, objective and constructive feedback while eliminating bias is a recipe for future personal network growth and advancement. As the breakfast concluded, “the energy” of anticipated success had indeed permeated the audience as they confidently walked en masse to the opening plenary session. Many, many “cudos” to the ERF for sponsoring for another memorable WINM event!





## Productivity Expert and Radiologist Dr. Amanda Lackey on Enhancing Productivity



On July 26, 2017, Dr. Amanda Lackey of Mercy Hospital in Springfield, Missouri presented “Lifhacks for Busy Clinicians” during a Women in Nuclear Medicine webinar.

“Productivity is a learned skill. Lifhacks are strategies to help manage your life,” said Dr. Lackey. Learning to use these skills can help you focus on the task at hand. And, your mind can then be focused on brainstorming and solving problems. Some lifhacks that she uses to increase her productivity include:

Don’t multitask. It wastes time and causes errors because of insufficient concentration on the task at hand. Dr. Lackey recommends being a “serial monotasker.” If you divide your work day into 25-minute work blocks of one task at a time with 5-minute breaks, this can be an effective way to complete a lot of tasks with full concentration. After four 25/5 minute routines, a longer break is recommended.

Keep to-do lists specific. Keep your to-do lists focused to actionable next-step tasks. For example, listing “research project” is not a next-step task. However, “literature review” for your research topic is a next-step task. “Writing an abstract” is a next-step task. Dr. Lackey also recommends doing the tasks you dislike first.

Weekly review. Each week set aside time to update your current to-do list. This time should also be used for creative brainstorming for short- and long-term goals.

Manage your email. “Email can be a distraction and waste of time. However, if you ignore it, overflowing email can be an energy drain,” Dr. Lackey said. She recommends setting aside a time to deal with email and to not be tempted by phone and desktop notifications to check your email too often.

She recommends having four main folders to keep your inbox as clear as possible: Action Required, Awaiting Response, Delegated, and Archived. Dividing inbox emails into these folders organizes your workload and allows you to focus on tasks that you deem important.



And one novel idea that Dr. Lackey stressed regarding emails: “Consider picking up the phone.” Instead of long email conversations back and forth, a phone conversation may be quicker.

When you email, consider using the 5-sentence e-mail method.

Who you are.

What you want.

Why you are asking this person.

Why they should do it.

The action needed.

Also: “Subject lines are important,” says Dr. Lackey. “Be efficient.” Give the main gist in the email subject line. The goal of learning new productivity skills is a mind that is empty of clutter and able to react to the task at hand as necessary. Using these tips to focus on the present with a clear head can help you achieve your goals. Dr. Lackey likes to quote the popular saying from productivity expert David Allen, “You can do anything, but you can’t do everything.”

More tips from Dr. Lackey:

- Delegate everything you can.
- If you can do a task in under two minutes, do it immediately.
- Defer future tasks to a to-do list or a calendar.
- Use electronic file systems, not paper. Buy a good scanner and clear your desk and file cabinets of clutter. A desktop inbox tray can be used for materials that need to be scanned. This can be done weekly.
- Turn off push notifications for e-mail, text and social media so that you are not constantly bombarded with new nonemergent information.
- Personal life: Consider hiring help for household tasks. Also, consider diet and fitness plans that efficiently provide nutrition and exercise such as intermittent fasting. (Check out Nerd Fitness on the internet.)

The WINM has one more webinar scheduled for 2017. In October, Dr. Leonie Gordon will present *Blindspot: Hidden Biases of Good People* by Anthony Greenwald and Mahzarin Banaji. Please check the WINM [website](#) for webinar updates and registration.

## Women in Nuclear Medicine Making a Difference

The Advisory Committee on the Medical Uses of Isotopes (ACMUI) is composed of health care professionals that advise the U.S. Nuclear Regulatory Commission (NRC) on policy and technical issues that arise in the regulation of the medical use of radioactive material in diagnosis and therapy. There are currently three women on this 18-member committee: Susan Langhorst, Ph.D. is the committee's Radiation Safety Officer representative, Ms. Laura Weil is the Patients' Rights Advocate and Darlene Metter, M.D. is the diagnostic radiologist. The work of the ACMUI is strongly considered in the NRC's decision-making process. Recently an ACMUI subcommittee was formed that is reviewing the training and experience required for authorized users. Dr. Metter is on this subcommittee

## Women in Medicine Month

Join SNMMI throughout September as we celebrate **Women in Medicine Month** and Women in Nuclear Medicine. We thank them for their tireless efforts to support the advancement of women in medicine and nuclear medicine!



### **Women in Nuclear Medicine Committee**

Leonie Gordon, MD, FACNM  
*Chair*

Mentor and Networking Working Group  
Twyla Bartel, MD and Carolyn Anderson, PhD

Program Working Group  
Cathy Cutler, PhD and Paige Bennett, MD

Membership Working Group  
Erica Cohen, DO, MPH, CCD and Suzanne Lapi, PhD

Communication Working Group  
Darlene Metter, MD and Shana Elman, MD

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